

## POWER OF ATTORNEY

15

On behalf of In-Store Media Systems, Inc., a Colorado corporation having a principal place of business at 15423 E. Batavia Dr., Aurora, Colorado 80011 being the assignee of and owning all right, title and interest in the invention entitled "MERCHANDISING USING CONSUMER INFORMATION FROM SURVEYS", for which application for Letters Patent of the United States has been made by Everett E. Schulze, Jr., said application being identified as Attorney File No. 2937-9 and executed on even date herewith, I, Everett E. Schulze, Jr., President of In-Store Media Systems, Inc., hereby appoint David F. Zinger, Registration No. 29,127; Craig C. Groseth, Registration No. 31,713; Michael L. Tompkins, Registration No. 30,980; Sabrina C. Stavish, Registration No. 33,374; Todd P. Blakely, Registration No. 31,328; Lewis D. Hansen, Registration No. 35,536; Joseph E. Kovarik, Registration No. 33,005; Gary J. Connell, Registration No. 32,020; Wannell M. Crook, Registration No. 31,071; Douglas W. Swartz, Registration No. 37,739; John C. Scott, Registration No. 38,613; Bruce A. Kugler, Registration No. 38,942; Robert R. Brunelli, Registration No. 39,617; Chester E. Martine, Jr., Registration No. 19,711; Richard L. Hughes, Registration No. 31,264; and Don D. Cha, Registration No. P-40,945, of SHERIDAN ROSS P.C., 1700 Lincoln Street, Suite 3500, Denver, Colorado 80203, telephone number (303) 863-9700, as attorneys and agents for In-Store Media Systems, Inc. with full powers of substitution, association and revocation to prosecute the application and related U.S. and foreign applications and to transact all business in the United States Patent and Trademark Office and all foreign and international patent offices connected therewith.

By: 

Everett E. Schulze, Jr.  
President

Dated: 4-1-97

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